

SHERWIN-WILLIAMS

Flat-Soile



THE
DURABLE
FLAT OIL
PAINT



SHERWIN-WILLIAMS

Flat-Tone

Since flat paints have grown so popular for wall finishing, the market has become crowded with a number of cheaply-made wall paints. In order to obtain satisfactory results in appearance and durability, it is necessary to be careful in the selection of your wall finish. There are many cheap flat finishes on the market which are satisfactory for some of the cheaper classes of work, but which are in no way suitable for high-class effects.

When you use Flat-Tone, you are sure of getting all that is demanded of a wall paint. It produces a soft, velvety, rich effect, affording a splendid background for the furnishings of your room, and one which is restful to the eyes.

Flat-Tone is made in a large variety of popular colors. There are twenty-six attractive shades from which you can make a suitable selection for any type of room, whether it be a public building or private home.

The unusual manufacturing facilities of The Sherwin-Williams Co. and the scientific care with which Flat-Tone is made, produces its splendid covering capacity, makes it easy to apply and economical to use.

Aside from its decorative qualities, the increasing demand for sanitary surroundings has made the painted wall almost a necessity—but be sure you use a finish such as Flat-Tone, which is really washable.

Put up in quart, half gallon and gallon cans.



Flat-Tone was used
on the walls and ceil-
ings of the Woolworth
Building, New York
City.



SHERWIN-WILLIAMS FLAT-TONE SYSTEM

By the use of S-W Flat-Tone, Flat-Tone Glaze Colors and Flat-Tone Glazing Liquid, an infinite variety of beautifully blended effects can be obtained for artistic interior wall decoration. They are deep and rich, and owing to the variety of colors which can be secured by the use of this line of finishes, it is always possible to have the wall in perfect harmony with the rest of your color-scheme, varying from a simple transparent effect to a two or three-color blended treatment.

The various effects produced with Flat-Tone System can be very easily obtained over a smooth or rough plastered wall or one coated with decorators' canvas, burlap, muslin or plaster board. The operation is extremely simple, a suitable foundation being worked up with S-W Flat-Tone which, when thoroughly dry, is followed by one coat of S-W Flat-Tone Glazing Liquid, previously tinted to the desired hue with S-W Flat-Tone Glaze Colors. A surface thus finished can be washed with soap and water.

We will send a Flat-Tone System Color-Card with full directions for applying this finish on request.

SHERWIN-WILLIAMS FLAT-TONE GLAZE AND STENCIL COLORS

S-W Flat-Tone Glaze and Stencil Colors are extremely transparent, very rich in color and finely ground. For this reason they are as suitable for stenciling fabrics as for walls. By the addition of 1-10 part of S-W Stencil Medium, they become "fast" in the fabric and withstand soap and water washing. Most artistic and durable effects can be obtained on delicate materials without stiffening the fabric.



SHERWIN-WILLIAMS DECORATIVE DEPARTMENT

Many times you have a paint problem before you—such as what color-scheme to use on the outside of your house—how to redecorate or brighten up a room—or even what finish would be most suitable for a certain piece of furniture. At such a time you would welcome the advice of an experienced decorator if you could get reliable service without much trouble and without obligating yourself in any way.

The Sherwin-Williams Co. conducts a Decorative Department to cope with just such problems as you encounter repeatedly. It consists of skilled decorators who consider your particular problem and—free of charge—give you advice that places you under no obligation whatever.

To take advantage of this free service it is only necessary to send such information as will guide our decorators in their choice of suitable color-schemes. A rough pencil-sketch, or better still, blue-prints should be sent. With this information to guide them, our decorators send you suggestions best suited to your need. To enable you to see just how the work will appear when completed, we send you elevation sketches, such as is shown on the other side of this folder. These suggestions are made up in the actual goods, and to them are attached samples of suitable curtains, hangings, etc.

Remember, this service is not only for decorating all the rooms in a house, but also for one room, or a single piece of furniture. Just furnish the information we have recommended to the Decorative Department, Sherwin-Williams Co., 601 Canal Road, N. W., Cleveland, Ohio.



SHERWIN-WILLIAMS

PAINTS AND VARNISHES

For finishing floors, woodwork, walls, ceilings, furniture, etc. No matter what you want to paint or varnish, some one of the Sherwin-Williams Paints or Varnishes is made for that purpose and will prove the best you can use.

For INTERIORS, WALLS, Etc.

- S-W Flat-Tone.* For durable, artistic, flat wall effects.
- S-W Flat-Tone System.* For artistic mottled effects.
- S-W Old Dutch Enamel or S-W Enamel.* For enamel finish.
- S-W Enameloid.* For a high-gloss finish.
- S-W Distemper or Fresco Colors.*

For INTERIOR WOODWORK

- S-W Handcraft Stains.* Complete line of artistic finishes.
- S-W Woodcraft Stains.* For medium-priced work.
- S-W Flat-Tone.* For durable flat effects.
- S-W Velvet Finish.* For an oil-rubbed effect.
- S-W Mission-lac.* For mission effects
- S-W Varnishes.* A varnish for all requirements.
- S-W Scar-not.* The waterproof, high polish varnish.
- S-W Furniture Wax.* For a waxed finish.
- S-W Golden Oak Stain.* Permanent in color.
- S-W Oil Stain.* For new work at an economical cost.
- S-W Brighten Up Stain.* For staining and varnishing.

For FLOORS

- S-W Porch and Deck Paint.* For porch floors, etc.
- S-W Inside Floor Paint.* For painted finish.
- S-W Floorlac.* Stain and varnish combined.
- S-W Brighten Up Stain.* For stained and varnished finish.
- S-W Mar-not.* The durable floor varnish.
- S-W Durable Household Varnish.* For general use.
- S-W Floor Wax.* For producing a wax finish.
- S-W Dancing Floor Wax.* (Powdered). For ballroom floors.
- S-W Crack and Seam Filler.* For unsightly cracks.
- S-W Floorwipe.* Cleans and renews original finish.

For FILLING AND FIRST-COATING

- S-W Shellac-coat.* A "better than shellac" first-coater.
- S-W Liquid Filler.* First-coater for close-grained wood.
- S-W Paste Filler.* For open-grained hardwoods.



For RADIATORS, PIPING, Etc.

S-W Aluminum Paint. Bright as silver.
S-W Liquid Gold. Prepared ready for use.

For SHINGLES and EXTERIORS

S-W Preservative Shingle Stains. 22 colors.

For REMOVING PAINT AND VARNISH

S-W Taxite. Harmless, reliable and economical.

For IRON and GRILL WORK

S-W Flat Black. For imitation wrought iron finish.

For TINTING PURPOSES

S-W Dry Colors. Fine toned and strong.
S-W First Quality Oil Colors. Finely ground.

For BUILDINGS, Outside and Inside, and ROOFS

Sherwin-Williams Paint (Prepared).
 For the priming-coat—*S-W Liquid Primer, Gray and Yellow.*

MISCELLANEOUS

White Zincs in Oil.
French Zinc in Varnish.
Ochre, and Venetian Red.
Graining Colors (Paste and Distemper).
Flaxoap. A pure linseed oil soap.
Polish-ol. Renews the original finish.
Bras-Brite. A splendid metal polish.
Metalastic. For all metal surfaces.



THE SHERWIN-WILLIAMS CO.

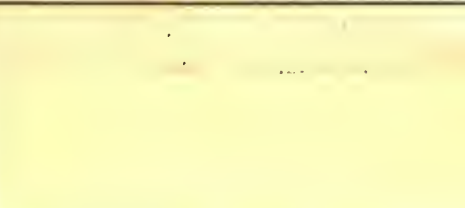
PAINT AND VARNISH MAKERS

**FACTORIES: CLEVELAND, CHICAGO, NEWARK, MONTREAL,
 LONDON, ENG.**

SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES



Flat-Tone was used
on the walls and ceil-
ings of the Woolworth
Building, New York
City.



Ivory



Cream



Buff



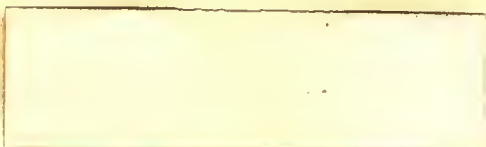
Old Gold



Tan



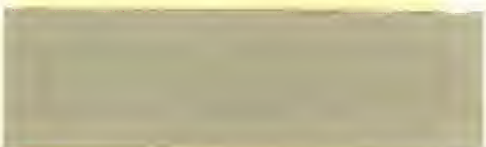
Golden Brown



Caen Stone



Pearl Gray



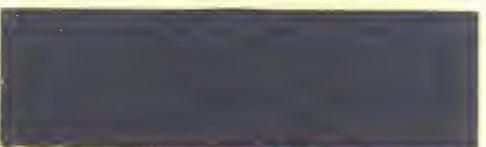
Silver Gray



French Gray



Pale Azure



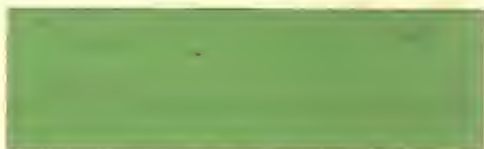
Holland Blue



Ceiling—Cream
Wall—Buff Stone



Lichen Gray



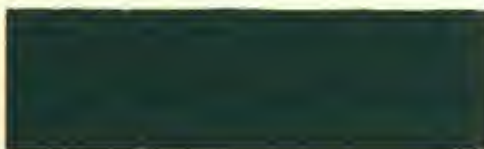
Bright Sage



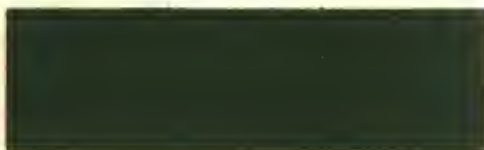
Pale Olive



Forest Green



Fresco Green



Maple Green

Colors marked thus (★) are higher in price than others shown



Shell Pink



Ivory Tan



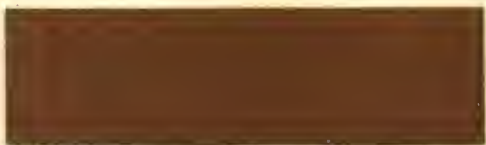
Old Rose



Terra Cotta



★Pompeian Red



Cocoanut Brown

Also ★Rich Maroon and White

SHERWIN-WILLIAMS

Flat-Soile



AN ATTRACTIVE FINISH
*f*or WALLS CEILINGS *and*
WOODWORK-WASHABLE
SANITARY *and* DURABLE

SHERWIN-WILLIAMS

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SANITARY and DURABLE**